DOCUMENT RESUME

ED 420 333 JC 980 279

AUTHOR	Quinley, John W.; Cantrell, Jo Ellen
TITLE	Spartanburg Technical College 1998 High School Survey.
INSTITUTION	Spartanburg Technical Coll., SC.
PUB DATE	1998-04-00
NOTE	9p.
PUB TYPE	Reports - Research (143)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	College Bound Students; *College Choice; Decision Making; *High School Students; High Schools; Parent Attitudes; School Community Relationship; *Student Attitudes; Student Characteristics; *Student Educational Objectives; Student Financial Aid; Student Needs; Surveys; Technical Institutes; Two Year colleges
IDENTIFIERS	*Spartanburg Technical College SC

ABSTRACT

This study reports the findings of a high school student survey conducted by Spartanburg Technical College (STC) in South Carolina to determine its service area's needs. Respondents to the survey included 1,501 juniors from 14 high schools in Cherokee, Union, and Spartanburg counties. Students were queried as to what type of college they would consider attending, parental attitudes about college, influences on their decision to pursue postsecondary education, what type of assistance they might need in college, factors deemed important to college choice, and other specifics such as computer skills and preferred instructional delivery methods. Since the study was especially concerned with respondents who might attend STC, the number and percent of respondent 11th graders indicating an interest in STC were analyzed by high school, ethnicity, and gender. Among the results were: (1) fifty-two percent of respondents' parents encouraged them to pursue higher education; (2) financial aid was the most requested service from a future college at 38 percent, with aid in study skills following closely behind at 28 percent; (3) in total, 433 respondents would consider attending STC; and (4) the percentage of whites and blacks who would consider attending STC was identical at 30 percent. (Contains seven graphs.) (EMH)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED 420 333

SPARTANBURG
TECHNICAL
COLLEGE

1998 High School Survey

JC 980 279

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)

X This document has been reproduced as received from the person or organization originating it.

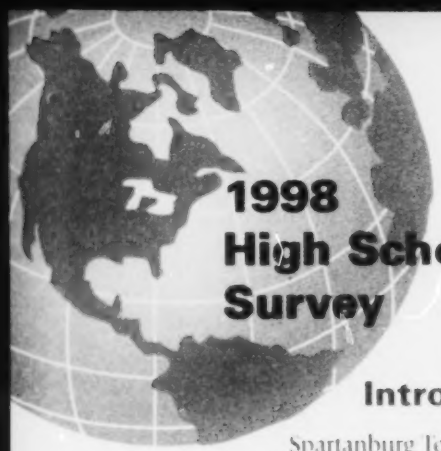
☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL HAS BEEN GRANTED BY

J. E. Cantrell

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)



1998 High School Survey

Introduction

Spartanburg Technical College (STC) continually monitors its service area to help determine the proper direction for the College as it moves into the twenty-first century. Of preeminent concern are questions such as:

- **What are the education and training needs of the service area?**
- **How can STC best meet those needs?**
- **What adjustments/changes in the College are indicated?**
- **How should the College promote its programs and services?**

As reported in this study the findings of the High School Student Survey provide a partial answer to these questions as they document the following information about high school students in the STC service area.

- **Post high school plans**
- **Career aspirations**
- **Colleges being considered**
- **College degrees aspired to**
- **Factors influencing selection of a college**
- **Assistance needed while in college**
- **Influential persons in decisions regarding post high school education**
- **Student information channels about STC**
- **Perceptions of STC**
- **Factors preventing enrollment at STC**

Methodology

The instrument for this study was developed jointly by STC and J. W. Quinley and Associates. STC distributed the instruments to the schools, and the schools in turn distributed the instrument to 11th graders. One-thousand, five-hundred and one students responded to the survey from 14 high schools in Cherokee, Union and Spartanburg counties.

What Type Of College Would You Consider Attending?

- The largest percentage (45 percent) of 11th graders are considering attending a public university.
- Over one-third (36 percent) of the respondents indicated they are considering a technical/community college.
- Over one-fourth (26 percent) are considering a private four-year college/university.
- Seven percent are considering a junior college.
- Three percent indicated they do not plan to attend college.

Deciding about Post High School Education

To determine how best to market STC to high school students, the following items inquired about students decision-making process for post high school education.

What is your parents' attitude about college?

- The majority of respondents reported that their parents are influencing them to go to college. Fifty-two percent of respondents reported that their parents encourage them to go to college and 28 percent reported that their parents insist that they go to college.
- Only one percent of respondents reported that their parents didn't want them to go to college, and another one percent said that their parents were indifferent.

Who is, or will be, influential in your decision to continue your education?

Overwhelmingly, 11th graders (67 percent) indicated that their parents are influential in decisions regarding post high school education.

- Twenty percent of 11th graders indicated that high school friends would influence them.

FIGURE 1
Parents Attitude Toward College

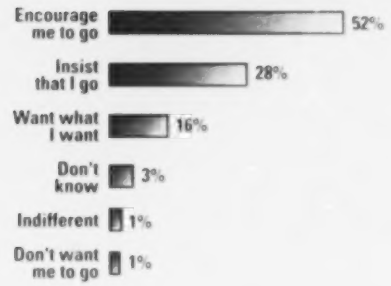


FIGURE 2
Influential Persons Regarding Post High School Education

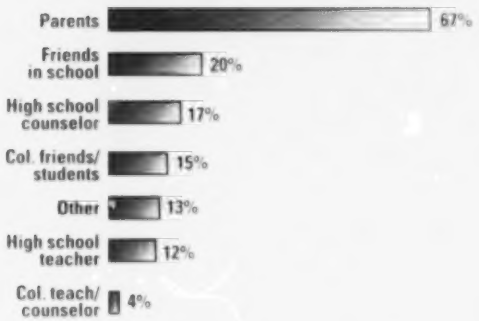
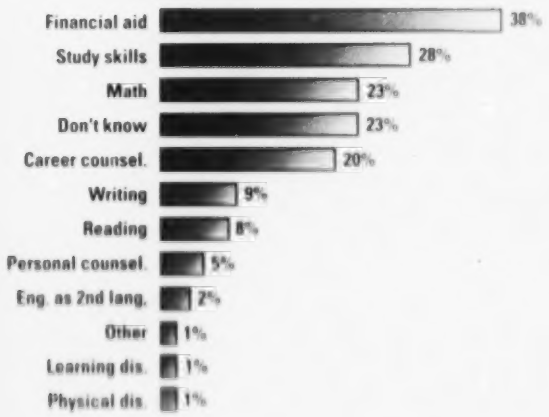


FIGURE 3
Assistance Needed While In College



- Seventeen percent indicated that they would be influenced by high school counselors.
- Fifteen percent of 11th graders will be influenced by college friends and students.
- Twelve percent will be influenced by high school teachers.

After high school what type of assistance do you think you will need to continue your education?

- Over one-third (38 percent) of 11th graders indicated a need for financial aid while in post-secondary education.
- Over one-fourth (28 percent) said they would need help with study skills.
- By academic area, the largest percentage (23 percent) indicated a need for assistance with math.
- Nine percent will need help with writing.
- Eight percent will need help with reading.
- Two percent will need English as a Second Language.
- A considerable percentage of 11th graders said that they will need counseling (20 percent will need career counseling and 5 percent will need personal counseling).
- One percent will need help with learning disabilities and one percent will need help with physical disabilities.
- Twenty-three percent didn't know what help they would need.

If you plan to continue your education after high school how important are the following factors in helping you decide which college to attend?

Fifteen factors were presented, with respondents indicating whether the factor was "Not Important," "Somewhat Important," or "Very Important" for selecting a post-secondary institution.

The factor with the greatest percentage (88 percent) of "Very Important" responses was the availability of programs/courses that high schoolers wanted.

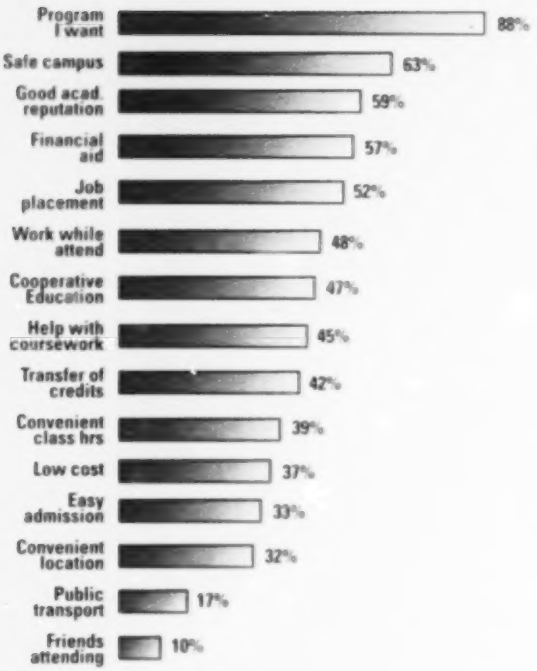
The factor with the second largest percentage (63 percent) of "Very Important" responses was a safe campus environment.

Additional factors rated as "Very Important" by forty or more percent of 11th graders were:

- Good academic reputation (59 percent)
- Availability of financial aid (57 percent)
- Availability of job placement (52 percent)
- Can work while attending (48 percent)

FIGURE 4

Percentage Rating Criteria As "Very Important"



- Availability of cooperative education experience (47 percent)
- Help with course work (45 percent)
- Easy transfer of credits to four-year college (42 percent)

At the other extreme, two factors had high percentages of "Not Important". These were:

- Accessible by public transportation (49 percent)
- Friends attending that school (42 percent).

After high school which local college would you consider attending?

- The largest percentage (28 percent) of 11th graders indicated they would consider attending STC.
- The second largest percentage (25 percent) of 11th graders would consider attending USC-Spartanburg.
- Following in degree of interest were:
- Greenville Tech (16 percent)
- Wofford College (14 percent)
- Spartanburg Methodist College (8 percent)
- Converse College (6 percent)
- Limestone College (5 percent)
- USC-Union (3 percent)

If you plan to attend college, how appealing are the following methods of instruction to you?

- Respondents clearly favored the traditional method of taking courses on a college campus, with 41 percent marking this choice as "very appealing."
- About one-fourth (26 percent) marked the use of the Internet as a "very appealing" instructional delivery method.
- Twelve percent marked video tapes/TV and 12 percent a satellite center as "very appealing."
- About one-fourth (24 percent) marked "Other" as "very appealing."

Do you have a computer at home? If so, do you currently have access to the Internet?

- Over half of the respondents (60 percent) have a computer at home and 41 percent of those having a computer at home have access to the Internet.

FIGURE 5
Percent Rating Instructional Delivery Methods as "Very Appealing"

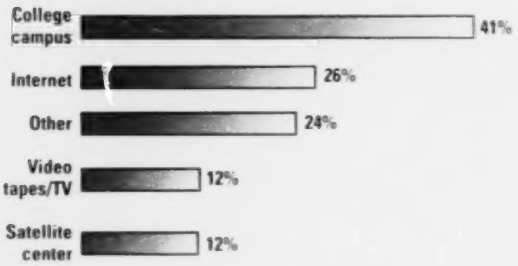
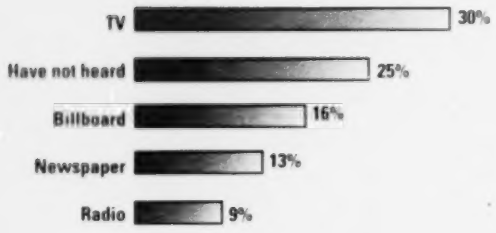


FIGURE 6
Percent with Home Computer and Percent of those with Computers also having Internet Access

FIGURE 7
Media Through which you have Heard about STC in the Past Six Months



Interest in Attending STC

Because this study is especially concerned with respondents who might attend STC, the number and percent of respondent 11th graders indicating interest in STC were analyzed by high school, by ethnicity and by gender.

Ethnicity, Gender and High School

- By high school, Blacksburg and Landrum, both at 41 percent, ranked highest in percent of students who would consider attending STC. Following closely were Boiling Springs (39 percent), Union (38 percent), and Chapman (37 percent).
- The high schools with the lowest percentage of expressed interest in STC were Byrnes and Spartanburg at 21 percent each and Woodruff at 16 percent.
- The percentage of whites and blacks who would consider attending STC is identical at 30 percent.
- The percentage of males who would consider attending STC is slightly higher than the percentage of females (31 percent to 28 percent).

In total, of the 1,501 11th graders, 433 (29 percent) would consider attending STC.

If you have heard about Spartanburg Technical College, how did you hear about it?

- Ninety-four percent of all 11th graders have heard about STC.
- The largest percentage (33 percent) of all 11th graders indicated high school counselors and teachers as their source of information about STC.
- Twenty-two percent indicated college administrators /counselors/teachers as their source of information.
- Twenty-one percent heard about STC via information from STC.
- Twenty percent heard about STC from parents/relatives.
- Twenty percent marked friends at school.
- Sixteen percent heard about STC from STC students.
- Six percent heard about STC from STC graduates.
- Five percent marked 'Other' as their source of information about STC.
- Five percent heard about STC through STC events.

Have you heard about STC through the media in the last six months? Mark the media through which you heard/ read about the college.

- The largest percentage, 30 percent of all 11th graders, indicated hearing about STC via TV in the last six months

• Following in order of importance were billboard (16 percent), newspaper (13 percent) and radio (9 percent).

• Twenty-five percent said they had not heard about STC in the past six months.

Which, if any, of the factors below prevent you from enrolling at STC?

• Over one-fourth (26 percent) said that they were prevented from enrolling at STC, because STC didn't have the program they wanted.

• One-fifth (20 percent) wanted a large college.

• Nineteen percent wanted to get away from home.

• The percentages of respondents marking the other factors ranged from 10 percent to two percent.

Impressions of STC

To determine the impressions that high school students have about STC, respondents were presented with a series of statements about STC and asked to mark "Agree," "Somewhat Agree" or "Disagree."

• In all but two instances, the largest percentage of students failed to respond to the item, indicating unclear perceptions about STC. Percentages of no responses ranged from 28 percent to 42 percent. Results for those who expressed opinions are shown in Table 1.

• The statement with the greatest percentage of agreement was "STC is a good place to study and earn a degree."

• Seventy-six percent of those responding either agreed or somewhat agreed with the statement that STC is "the second choice for most students" compared to 24 percent who disagreed.

• Forty-eight percent of those responding either agreed or somewhat agreed with the statement that it is "a school primarily for students with low grades" compared to 52 percent who disagreed.

• Sixty-one percent of those responding either agreed or somewhat agreed with the statement that "Instruction at STC in not as good as instruction at many other colleges" compared to 39 percent who disagreed.

STC Qualities

To further determine high school juniors' perception of STC, the final item posed the following open-ended question: "What qualities make Spartanburg Technical College unique/special?" Respondents could list up to four qualities. Through a content analysis procedure, responses were grouped into categories and totaled.

• One-fourth (25 percent) of usable responses cited "convenient location" as the quality making STC unique/special.

• Thirteen percent cited "low cost."

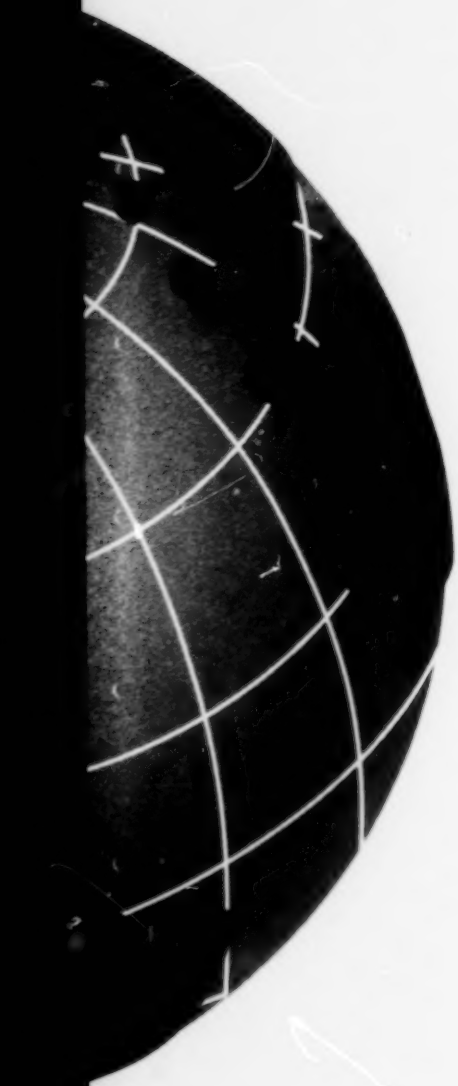
• Ranking third with eight percent of the usable responses was "many good programs/courses/classes."

TABLE 1
Impressions of STC by Those Who Expressed an Opinion

	PCT. AGREE	PCT. SOMEWHAT	PCT. DISAGREE
POSITIVE STATEMENTS			
• STC is a good place to study and earn a degree	62	34	4
• STC has many good student organizations and activities	41	50	9
• Instructors really care about students	43	50	7
• The quality of education and teaching is good	53	42	5
• Good place to get the first 2 years of a 4-yr degree	59	35	6
• It is easy for students to get help with any kind of problem	35	57	8
• High quality education at a price that most people can afford	55	40	5
• STC graduates get good jobs	40	54	6
• It is a college students are proud to attend	39	52	9
• Students from diverse backgrounds get along well	34	59	7
NEGATIVE STATEMENTS			
• It is the second choice for most students	23	53	24
• A school primarily for students with low grades	15	33	52
• Instruction at STC is not as good as instruction at many other colleges	19	42	39

• Ranking fourth with seven percent of the responses were "instructors", with comments such as "instructors really care."

• Five percent of the usable responses expressed the opinion that STC was unique/special, because it was "small," and students could thus get more personal attention and "one-on-one" training. (Interestingly, one percent of the responses cited the fact that STC was "big." It is likely that respondents meant by this that STC is a substantial school, that it looks and feels like a college.)



Spartanburg Technical College
Post Office Box 4386
Spartanburg, South Carolina 29305